

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Yoram Levanon *et al.*

Serial No. 09/534,170

Filed: March 24, 2000



Group Art Unit: 3622

Examiner: S. Gravini

For: METHOD FOR PRODUCING OPTIMUM-EFFECT MARKETING

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GROUP 3600

ASSISTANT COMMISSIONER FOR PATENTS  
Washington, D.C. 20231

Dear Sir:

Transmitted herewith is an Amendment in the above identified application.

No additional fee is required.  
 Small entity status of this application has been established.  
 A verified statement to establish small entity status under 37 CFR 1.9 and 1.27 is enclosed.  
 Also attached: Petition For Extension of Time (2-month)

The fee has been calculated as shown below:

	NO. OF CLAIMS	HIGHEST PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	21	20	1	x \$ 18 =	18.00
Independent Claims	5	3	2	x \$ 84 =	168.00
If multiple claims newly presented, add \$260.00					
½ fee amount for small entity status					93.00
Fee for extension of time					205.00
<b>TOTAL FEE DUE</b>					<b>\$298.00</b>

A Credit Card Authorization Form in the amount of \$673.00 is attached.  
 The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 07-1337, including any filing fees under 37 CFR 1.16 for presentation of extra claims and any patent application processing fees under 37 CFR 1.17.

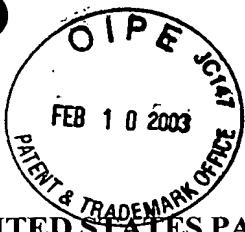
Respectfully submitted,

LOWE HAUPTMAN GILMAN &amp; BERNER, LLP

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COMMISSIONER FOR PATENTS  
Washington, D. C. 20231

Sir:

In response to the Final Official Action dated September 20, 2002, please amend the above-identified application as follows:

In the claims:

Please amend the claims as follows:

*1st b)* 1. (Twice Amended) A method for producing optimum-effect marketing, especially useful for interactive mediums, comprising:

*2nd b)*

- (a) collecting information obtained from a potential consumer based on immediate individual emotional response of the consumer according to the following emotional orientations: survival type, growth type, relaxation type, and a combination thereof;
- (b) generating a computerized database containing a personal character profile of said potential consumer based on said collected information;